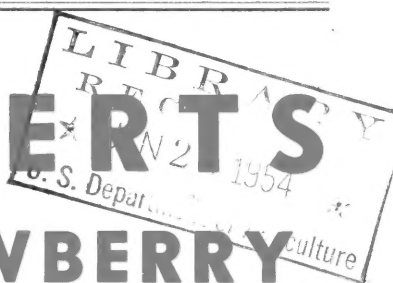


1954

# ROBERTS STRAWBERRY NURSERY



Growers of

EXTRA

FINE STRAWBERRY

PLANTS

BOTH SPRING AND

EVERBEARING

VARIETIES



Telephone Kalamazoo 33-7633

R. R. 7 — 9 Miles South on

US-131

KALAMAZOO, MICHIGAN

Dear Friend:

Just a word to you concerning our plants and ourselves.

We have lived on this farm for 28 years. During that time our living has been made mostly from growing strawberries and raspberries for fruit and plants.

What is said in this catalogue is backed by our own personal experiences, or what we have checked into very thoroughly.

You will notice our prices are cheaper than other nurseries. This is made possible by not growing too many kinds of nursery stock, but concentrating on mass production of a few varieties.

We also have no fancy catalogues and do all our own correspondence and clerical work.

We have tried most all types of berries under all conditions; you will notice that not all types of berries are listed in our catalogue. The reason is not all meet our approval. The ones here listed are what we have grown for our own fruit production, or we have found in them such good qualifications for the small grower, that we do not hesitate at all to recommend any one of them to you.

Plants are offered for sale only in the Spring starting in late March and ending about May 15. Orders after that do not always turn out well. Fall planting is not recommended at all. It just does not work satisfactorily.

Our strawberry plants are all dug in the spring as needed, generally early in the morning or late at night. The raspberry plants are all very good rooted and in excellent growing conditions.

Packing and shipping is all personally supervised, so are able to guarantee you good plants on arrival.

No C.O.D. orders are accepted, 1/3 down is required on orders. Balance 10 days before shipment, or full amount with order.

Please state the date you wish your plants shipped. We will give you 24-hour service or send statement when you can expect them.

All orders placed before April 1 will be filled exactly as of date set.

Complete planting and growing instructions are sent with each order.

Thank you much,

LYLE F. ROBERTS  
ROBERTS STRAWBERRY NURSERY

## STRAWBERRIES

No strawberry plants in this catalogue require mating or will intermix if planted side by side.

(Spring Varieties)

### ✓ PREMIER ..... (Extra Early)

The only all purpose strawberry. And it doesn't look like it will be beat. Highly frost resistant, fruits very early, has large fine flavored berries. It is a nice healthy plant, standing up in dry weather, and continues to fruit a long time. Fine foliage, resisting heavily to disease. Superb for locker storage and jam. Very good for the table. Holds the world's record for fruit production. Very large berries. 300 to 400 cases per acre is a common yield, the first year after planting, barring weather conditions. The second year turns out nearly as good. It sure is a real money maker. It is No. 1 on our list for fruit production. Place plants in the row about 13" apart.

50 plants	\$1.25	300 plants	\$ 5.70
100 plants	2.25	500 plants	8.50
200 plants	3.95	1,000 plants	15.50

### ✓ ROBINSON ..... (Mid-Season)

This is a wonderful variety. It has not been in production very long but has turned out well year after year. We have some very beautiful plants. It is a strong, thrifty plant grower, producing big crops of berries, nearly the equal of Premier. They are bright red in color from surface to center, large round sparkling berries, very glossy finish, wonderful looker, beautiful foliage. We believe you would be pleased to have this variety in your strawberry garden. Place plants in the row about 18" apart.

50 plants	\$1.10	300 plants	\$ 5.25
100 plants	2.00	500 plants	7.50
200 plants	3.75	1,000 plants	\$13.50

20 PER CENT OFF ON 5,000 PLANTS  
WRITE FOR QUANTITY PRICES — ST

## ✓ **CATSKILL** ..... (Mid-Season)

Our experience with this variety has been very satisfactory. The berry is brilliant red in color, firm in texture and of large size, having a dark green calyx. It is very pleasing to the eye.

This berry is very tasty for the table and is used very extensively for deep freezing.

A good fruiting row can be expected by planting the plants about 13" apart in the row.

## ✓ **DORSETT** ..... (Mid-Season)

A very good berry to have in your garden or for to sell at your roadside stand, it being an extremely nice looking berry, of good size, bright red colored and well flavored. Produces a fine fruiting row of strong upright plants. Our experience has been that it does not compare with Premier on poor ground. Place plants in the row about 13" apart.

## ✓ **NEW FAIRLAND** **Red Steele Resistant**

We have not fruited this variety very much and only as there have been many calls for Red Steele Resistant plants have we felt led to raise it and place it on the market. Our nursery is in a strictly farm district so has never been mixed up with strawberry diseases. From what we can gather, it is the best of the Red Steel Resisting varieties. It does produce a very nice fruiting row of plants of dark green color, standing strong and erect.

Berries are medium to large, bright light red with excellent freezing qualities. A very good crop of berries can be expected.

\* \* \* \*

Prices below are for all plants on this page.

50 plants	\$1.25	300 plants	\$ 5.70
100 plants	2.25	500 plants	8.50
200 plants	3.95	1,000 plants	15.50

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**REMEMBER, NORTHERN GROWN  
STOCK STANDS THE WINTERS  
OF THE NORTH**

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**O F O N E V A R I E T Y  
A T E Y O U R N E E D S**

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## ✓ **DUNLAP** ..... (Mid-Season)

An old timer. The old grower's stand-by. One of the hardiest and toughest varieties out. Berries are very dark red, clear to center with supreme quality and flavor. Medium in size. Recommended very highly for canning or general home use.

And when it comes to freezing, the public is calling for it as their No. 1 variety. Foliage is very dark green. Wonderful plant maker. By all means, if you are planning a strawberry garden, include the Dunlap. Place plants in the row about 21" apart.

50 plants	\$1.00	300 plants	\$ 4.65
100 plants	1.75	500 plants	6.75
200 plants	3.30	1,000 plants	12.00

## ✓ **FAIRFAX** ..... (Late)

A beautiful dark red berry, with the finest of flavor. Excellent for canning or freezing. The berry that everybody loves to eat out of the field, even us (who see berries from May till snow flies). Frost resistant, does good most anywhere. It produces a fine vigorous row and is highly productive. Berries are large, unusually firm, and very dark red, with exceptionally good keeping qualities. Produces fruit that looks good, tastes wonderful. Very, very sweet, just like eating big black Tartarian sweet cherries, only about 3 times larger.

Plants are strong and healthy, holding their fruit well off the ground. Be sure and put in some of this variety. Place plants in the row about 13" apart.

50 plants	\$ 1.25
100 plants	2.25
200 plants	3.95
300 plants	5.70
400 plants	7.20
500 plants	8.50
1,000 plants	15.50

## **AMERICAN HOME SPECIAL**

50 Premier (Early)	\$ 1.25
50 Dunlap (Mid Season)	1.00
50 Robinson (Mid Season)	1.10
50 Fairfax (Late)	1.25
100 Gem (Everbearing)	2.25
	<hr/>
	6.85

**SPECIAL PRICE — \$5.65**

# **STRAWBERRIES**

## **(Everbearing)**

Say, Folks, don't miss this wonderful strawberry in placing your strawberry order! Wouldn't fresh home picked strawberries make a tasty shortcake some August, September, October, or November day? Sure it would! And you can have it too, by planting some everbearing plants along with your May-June varieties.

But first a little about the Everbearer. It BEARS the SAME YEAR that it is PLANTED! And it bears large, rich tasting berries full of flavor and lots of them. And oh, what a strawberry aroma they do have!

Be sure to plant your plants in the month of April for best results. Up until May 20th is all right but each day's delay after May 1st is against your success.

The success of everbearing strawberry growing depends practically on 3 things: 1st, planting free-of-disease young plants each spring; 2nd, keeping all blossoms off up to and including July 15th; 3rd, seeing that ground is kept moist, and WELL CULTIVATED.

If you are looking for maximum results in fruit production, take off all runners as they appear except the first 2 or 3 of which space for new plants to grow. Of course you will have to buy new plants then when you wish to set a new bed.

As for your 2-year-old or older fields, let the blossoms go, keep well watered and cultivated. They will bear a crop in June, rest about 4 weeks and then bear a small fall crop.

Remember, for those big luscious berries, don't depend on your old field but again plant your young plants as stated on new ground. About 200 plants should be planted for an average size family.

We have raised everbearing strawberries here for over 20 years and have always had a wonderful big crop as there is no loss from frosts and dry weather is taken care of by watering.

Fruiting starts on your spring-planted plants about August 10th and continues until ground freezes hard (in our locality about November 1st to 15th. 100 quarts or more can be produced on a piece of land 15 feet square. Ask us for full details. Full planting and growing instructions will be sent you on your order of everbearers.

## **EVERBEARERS**

(OVER)

# STRAWBERRIES

## GEM ..... (Everbearing)

No strawberry plants in this catalogue require mating or will intermix if planted side by side.

The beauty of the Everbearers, to us the Gem is No. 1 and leads all everbearers in fruit production. This berry is outstanding as a money maker for fall fruit production, and somewhat for spring.

During our many years of raising the GEM everbearer we have averaged a little over 4,000 quarts to acre, same year as planted.

For our main crop of the everbearers we plant the Gem as we have found no other everbearer compares with the Gem as for quantity of fruit produced. We have a wonderful strain of this variety.

Berries are solid, market very well. They are large, well shaped berries, with a beautiful red color, and have a deliciously tangy flavor. Extensively used for locker use, also very good for table use, jams and jellies. Produces healthy plants and worlds of them.

Because of the many Gem plants raised we are able to quote you these extremely low prices:

50 plants	\$ 1.25
100 plants	2.25
200 plants	4.50
300 plants	6.75
400 plants	8.50
500 plants	10.00
1,000 plants	18.00

## STREAMLINER ..... (Everbearing)

The Streamliner is all right and we recommend it for the barrel as well as the open ground. It does not produce as much fruit as the Gem, but the berries are darker red and much sweeter. The plants grow well, having dark green foliage and making a good fruiting row.

50 plants	\$ 1.50
100 plants	2.75
200 plants	5.25
300 plants	7.50
500 plants	11.00
1,000 plants	20.00

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**A L W A Y S ,   R E M E M B E R**

# STRAWBERRIES

## **SUPERFECTION** (Everbearing)

The Superfection is grown here some for fruit production, although it has not produced as well for us as the Gem. This year, though, they were wonderful. The berries are of good size, ripening very evenly and of a good red color. Flavor is O.K. Plants are thrifty and produce runner plants well.

50 plants	\$ 1.50	300 plants	\$ 7.50
100 plants	2.75	500 plants	11.00
200 plants	5.25	1,000 plants	20.00

## EVERBEARING SPECIAL

100 Gem	\$2.25
100 Superfection	2.75
100 Streamliner	2.75
	<hr/>
	\$7.75

SPECIAL PRICE — \$6.95

## TRY THEM ALL SPECIAL

50 Premier	50 Catskill
50 Dunlap	50 Fairland
50 Robinson	50 Gem
50 Fairfax	50 Streamliner
50 Dorset	50 Superfection

500 PLANTS

\$12.60 value — for — \$9.90

## G U A R A N T E E

We guarantee our plants to be true to name and reach you in A No. 1 growing condition. Sometimes Parcel Post or Express plants do not reach you as fresh as could be expected. If for any reason on arrival they are not in growing condition as you expected, please write us.

**ROBERTS STRAWBERRY NURSERY**  
KALAMAZOO, MICH.

## RED RASPBERRIES

This variety, listed below, has been grown for fruit production on our farm and we believe it is the best.

### ✓ LATHAM ..... (Mid-Season)

The very best of them all. There are other varieties, but what we have tried do not compare with Latham. Very large berries, firm fruit, beautiful to look at, great flavor, fine for table use, jams and jellies, swell to put in your locker.

Plants are very thrifty, making many new fruiting canes each year. This variety is entirely No. 1 as far as we are concerned.

#### 1 Year — No. 1 Plants

12 plants	\$1.50	100 plants	\$8.50
25 plants	2.75	500 plants	40.00
50 plants	5.00	1,000 plants	75.00

### ✓ INDIAN SUMMER ..... (Everbearing)

Bears a good summer crop and then again in the fall. It would be swell for the home gardener. We do not recommend it in comparison with Latham for fruit producing. Berries large, very good color and flavor. Very strong cane grower.

Prices same as Lathams.

## PARCEL POST POSTAGE

### STRAWBERRY PLANTS

Please send 30c for first 100 Plants. All additional, add 15c per 100 Plants.

### RASPBERRY PLANTS

1c per Plant up to 100 Plants.

Additional Plants ½c each.

Minimum charge 25c.

If your order contains both Raspberry and Strawberry Plants, minimum charge will be 55c

## EXPRESS

(COLLECT)

## BLACK RASPBERRIES

The two varieties of black raspberries listed below have been grown for fruit production on our farm and we believe they are the best.

### ✓ LOGANS ..... (Early)

### ✓ CUMBERLANDS ..... (Late)

These two varieties are the best in the black raspberries. We can see no difference in quantity or quality of fruit produced by either of these plants. They sure do produce fruit and lots of it.

Big, beautiful, glossy jet black berries. Plants are very easy to grow but should be sprayed in early spring for best results. Consult your county agent for full details. The Logan variety is about 7 to 10 days earlier than Cumberlands. A good pair to have for a long black raspberry season.

On account of the extremely dry weather this past year we have only a few plants. Order early.

#### 1 Year — No. 1 Plants

12 plants	\$1.50
25 plants	2.75
50 plants	5.00

If you have friends that would be interested in growing strawberries or raspberries, I certainly would be pleased if you would pass their name and address on to me. I will appreciate it and hereby thank you.

LYLE F. ROBERTS

## ROBERTS STRAWBERRY NURSERY

KALAMAZOO, MICH.



**JESUS NEVER FAILS**

**PHIL.  
4:19**

THIS CERTIFIES THAT THE SUPPLY FOR ALL YOUR NEED IS ON DEPOSIT IN  
**THE GREAT TREASURY OF HEAVEN**

**PHIL.  
4:19**

"MY GOD SHALL SUPPLY  
ALL YOUR NEED  
ACCORDING TO HIS -

RICHES IN GLORY  
BY CHRIST JESUS."

PHILIPPIANS 4:19

Faithful  
is He that  
promised -  
who also  
will do it.

HEB. 10:23 / 1 THESS. 5:24

*II Corinthians 9:8*



JOHN 3:16

Ask, and it shall  
be given you;  
... for every  
one that asketh  
receiveth;

MAT. 7:7,8

**PAYABLE UPON REQUEST**

ST. JOE CO. FAIR

GOSPEL CENTER

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